

# A Guide to Marketing Your Business

MARKETING  
STRATEGIC  
SOLUTIONS  
PLANNING  
GROWTH





# Time To Think About New Business

**Marketing your business today should not be taken lightly...**

It's more challenging now than it's ever been before with new technologies, online marketing and social media impacting the marketplace. A consistent and integrated marketing approach is the way to go. Whether you personally handle the marketing of your company, or rely on a team, this Guide can help you plan and implement your new marketing program and get the results you need to grow your business.

## **STEP 1** Start by Asking These Questions:

- Who is your target market?
- What unique benefits does your company offer your customers? (In other words – why should they buy from you?)
- Do you have a mission statement and does your entire staff know and embrace it?
- What is your brand and how can you increase your brand awareness?
- Are you communicating your brand and your key messages to your customers and prospects?
- How have you been doing that? Is it working?
- How can you get more visibility in your marketplace?
- Are you measuring the results of your advertising and marketing efforts and making changes based on these results?



## **STEP 2** Identify Your Market & Establish Your Message

Before you can begin to plan a **new marketing strategy**, you must be certain about who your target markets are. Do you have a particular niche or can anyone buy from you?

- Poll your employees – ask them who they think the target market is
- Survey your current customers as to what they need from you
- Find out who the competition is in your sales territories
- Decide if you can expand your client base into new demographic or geographic areas
- Know how your target market buys from you — at a storefront, through a sales force and distributors, or online — and how marketing for each is different

Once you decide to whom you want to sell your products or services, you must be clear about your message. Remember that you only have a few seconds to capture a prospect's attention!! Be aware that customers' buying habits are changing all the time.

### **Do you know WIIFM? (“What’s In It For Me”!)**

Your message should convey the “WIIFM” to your target market. Why should they buy from your company? Give it some serious thought; it's not always as obvious as it seems. Take time developing your Marketing Message because once you have it, you're ready to **develop your**

**Strategic Marketing Plan.**



# Develop & Implement Your Strategic Marketing Plan

## 1. Set up your annual marketing goals

- What do you hope to accomplish with your marketing this year?
- How much new business would you like to obtain?
- How much money can you delegate to your marketing budget?

## 2. Meet with your sales team and customer service staff

- Get their input as to what they need in order to do more business

## 3. Assess your website

- When was it last updated?
- Is it easy for your customers to navigate the site?
- Does it have all the new functionality needed?
- Do you have a blog?

## 4. Optimize your website and utilize Search Engine Marketing to drive more prospects and customers to your website

- Can people find you when searching for your type of product or service?
- Where does your website come up on Google? Yahoo? Bing?
- Have you claimed your business on all the search engines?
- Have you verified your address and phone number on all the mapping programs, i.e., Google Maps?

## 5. Utilize Social Media to build your brand

- Are you on Facebook? LinkedIn? Twitter? YouTube?
- Can you write a blog?

## 6. Supplement your website with appropriate literature

- Some customers still want to receive flyers, postcards, catalogs
- Be sure the materials can be downloaded from your website as PDFs
- Some customers may want a CD or DVD

## 7. Review the possibility of a well-targeted direct mail campaign

- When was the last time you reviewed and updated your mailing list and printed material?

## 8. Consider advertising

- Does your target audience read certain magazines, newspapers or trade journals?
- Does your product or service lend itself to TV, radio or out-of-home advertising such as buses or billboards?
- What kind of circulation do these media have?
- Is the cost to viewership ratio (CPM) a good value?

## 9. Plan some promotional offers

- Would running a sale boost business?
- Do you have a customer retention, referral or loyalty program?
- What about ad premiums and give-aways?

## 10. Attend or have a presence at industry trade shows and conferences


- When was the last time you updated your show booth and sales materials?



## STEP 4 Review and Assess Results

Once you have implemented the plan, it is important to review what is being accomplished and assess the results of the marketing program. A marketing initiative, no matter how large the budget, will not succeed unless it is the right plan for your company and marketplace. You and your sales and marketing team should meet regularly to decide if the initiatives that were put into effect are creating the desired results. So how will you know if your strategic marketing plan is working? Ask these important questions:

- Are you getting more hits to your new/updated website?
  - ... Be sure your reports and analytics are in place so you can track this
- Are you getting more email or phone inquiries after a direct mail or e-blast campaign?
  - ... Keep track of where the inquiries are coming from
- Are people linking to you and becoming your fans on social media sites?
- Are your sales improving? Are you quoting on more projects?
- Do you notice that people mention that they've "seen your company's name someplace"?
- Are you becoming the "go-to" people in your field?
- Can you track new sales to a particular marketing initiative — an e-blast, a banner ad, a coupon, etc?
  - ... Once you see what works for your target market, you want to do more of the same



**Review your plan quarterly** — if your marketing program is not meeting the goals you set, be sure that you are targeting the right audience, telling them what they want to hear and delivering those messages through the channels from which they want to receive them. If not, make the necessary changes for more positive results.

If you don't want to do all of this by yourself...call us.

*We can help get your company back on track!*

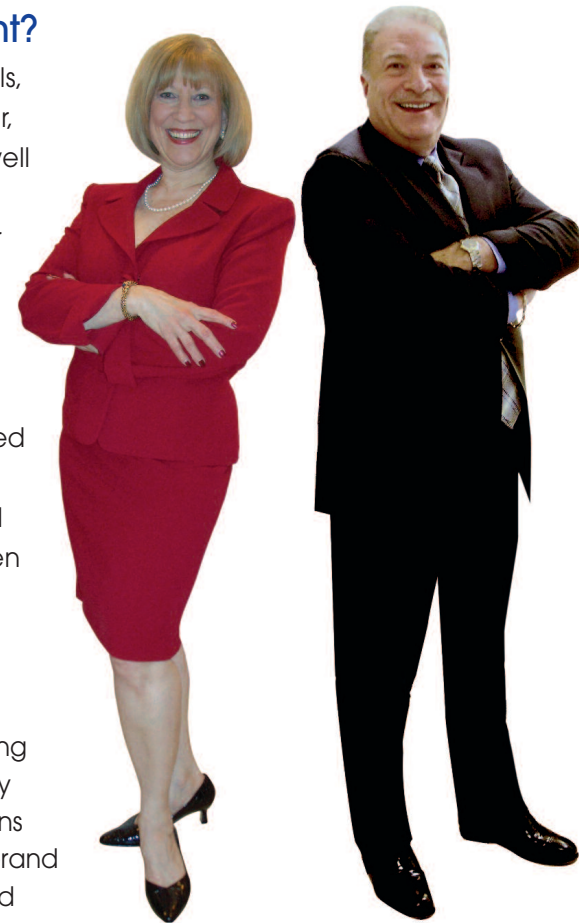
Since its inception more than 25 years ago, MarketShare Communications has grown into a dynamic, strategic marketing, website development and advertising firm. We provide our clients with creative, dependable solutions to their marketing challenges, combined with unparalleled service and commitment.

**What makes us different?**

Well, first of all the two principals, Ilene B. Greene and Ted Polmar, are married to each other as well as married to their business. That means they work together 24/7/365 — a major feat! But for Ilene and Ted it comes naturally. Their core strengths — seeing the "big picture" and detail-oriented follow-through — combined with a dedicated and talented staff, give MarketShare a proven track record for their clients.

**Most importantly,**

MarketShare specializes in helping small and middle-market, closely held businesses and organizations gain more market share, build brand recognition, achieve growth and realize successful outcomes.



## Whether you are seeking

new creative ideas and strategies for growth,  
brand recognition, website development or  
communications solutions...

**think of MarketShare as part of  
your marketing team!**

### Services We Offer

- Strategic Marketing Planning
- SWOT Analysis & Team Meeting Facilitation
- Branding and Corporate Identity Programs
- Website Design and Development
- Search Engine Optimization and Marketing
- Internet & Email Marketing
- Social Media Campaigns
- Collateral Development
- Direct Mail Campaigns
- Graphics & Printing
- Advertising & Media Planning
- Package Design & Vehicle Graphics
- Trade Show Booths
- Promotional Gifts

**Call MarketShare today to help  
guide your business to success tomorrow!**



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